

Town of East Hampton
Economic Development Commission
Regular Meeting
Tuesday, July 20, 2021
6:30 P.M.
VIRTUAL MEETING VIA ZOOM
MINUTES

Present: Vice Chairman Tim Csere, Chairman Matthew Reich, Walt Jedziniak (left at 8:18 P.M.), Robyn Letourneau (arrived 6:32 P.M.), Jase Doane and Ted Turner.

Absent: None

Call to Order: Chairman Reich called the meeting to order at 6:30 P.M.

Approval of Minutes: *A motion was made by Mr. Csere, seconded by Mr. Jedziniak, to approve of the June 15th, 2021 regular meeting minutes with no changes. Voted 4-0-1 in favor with Mr. Turner abstaining.*

Public Comments: None

Presentations

- a. **Presentation by Brownfields Redevelopment Agency on Blighted Properties in the Vicinity of the Village Center:** Chairman Corvo of the Brownfields Redevelopment Agency made a presentation to the members introducing the agency to the commission members. He gave brief backgrounds on each member of the agency. Mr. Corvo explained what the agency does and how they operate within the town. The agency focuses on the redevelopment and reuse of the buildings being rehabilitated and cleaned. The agency has received \$1,475,000 in EPA grants for work pertaining to properties in the town. The possibility of turning one of the properties into a parking area would be greatly helpful for the town and the Village Center. The town should use the properties to accentuate and heighten the shops and restaurants in the Village Center. The use of the Airline Trail to bridge the gap and connect with the Village Center would be a great opportunity. The properties 1 Watrous, 13 Watrous, and 13 Summit is being pitched as a package or a 'campus' to prospective buyers. Although, 13 Summit is not town owned property. The RFQ is being drafted and finalized with the Town Council. The town water system needs to be put into place in order to get the properties more ideal and appealing to developers and able to get a shop, restaurant, or residence into the building.

Old Business:

- a. **Update on Signs Promoting the Village Center:** The town is looking at replacing 10-11 signs. A price quote for existing wayfinding signs came in on the afternoon of the day of the meeting. The proposal was sent to the Town Manager's office. The proposed cost

would be about \$5,000 and there was \$4,500 encumbered from the commission's budget from last year's budget. The proposed cost of the new Town Hall signs would be about \$1,500. The Town Manager will review the proposal before making any decisions. The words 'shopping' and 'dinning' would be added to the signs for the Village Center to get more awareness and promotion for the area. Some signs should be added and replaced along Route's 66 and 16.

- b. **Business Package Promotion & Tourism:** The revisions and edits made to the pamphlet were emailed to the members to review. *A motion was made by Mr. Csere, seconded by Mr. Turner, to approve of the brochure edits and to print the same number of copies as before. Voted 6-0 in favor.*
- c. **Review of Drafted Commission Mission Statement:** The final draft of the mission statement was emailed to the members to be reviewed before being sent off to the town council. The revised mission statement was also sent to Dean Markham, the liaison from the Town Council, and he gave his edits to be added. *A motion was made by Mr. Csere, seconded by Mr. Turner, to approve of the final draft of the mission statement and send the finalized version to the Town Council. Voted 6-0 in favor.*
- d. **Discussion of Business Mixer:** There may be a possible speaker that works in web design. There was feedback from some of the Village Center business owners about the mixer event. The owners were suggesting why to force the event when the timing wouldn't work for the businesses or the town. The event will be put to the side for now until some aspects have settled. This item will be tabled to see how the next few months will be. The event would be revisited in the fall depending on Covid.
- e. **Update on Bells on the Bridge Project:** The soft launch of the event coincided with the Village Center Stroll event. There are 5 businesses so far participating in the event and holding stock of the bell packages in their stores. The weather is a big factor in the success of the bells event. It was suggested to look into a broader opportunity to get more businesses involved in the event within the town and Village Center. Another suggestion was to aim promotions to incoming and outgoing residents in town. Have the resident's leaving town leave a bell with a message. And for those residents moving into town could also add a message onto a bell and add to the bridge. The purpose of the event is to make the bridge and the Village Center as a landmark or a destination of the town. It was suggested to get pictures of the bells attached to the bridge to put onto the town website and the EDC page. It was suggested to have Berkshire Hathaway buy the bell packages in bulk for incoming and outgoing residents.
- f. **Home Based Businesses Regulation/Recap of June Workshop:** The commission was well represented and the discussion was helpful. The next workshop will be held on Tuesday, July 27th, at 6:30 in person and over zoom. It was suggested to hold the future meetings on the fourth Tuesday of every month. The members of the workshop reviewed the regulations put in place in Colchester and Portland to get a feel of how to approach drafting the regulations.
- g. **New Business Update/New Businesses with Planning & Zoning Approval/ Review of P&Z Minutes:** The members reviewed the Planning and Zoning minutes and the motions made during the meeting. There is continued work at the gas station at 249 East High Street. The building for the new vet clinic in Cobalt is being repaired and inspected before moving in. The vet clinic is also ensuring that it follows the codes and regulations of the area they're moving into. A new proposal for the gas station on the

corner of Route 16 and Main Street was submitted to the Building and Zoning departments. Atlantis Fresh market acquired the package store and restaurant next to the gas station on Route 66. They plan on making so changes and renovations to the two properties.

h. Town Business Recognition

- 1. New Business Banner Locations:** The banner is going to Drafty Donuts and the sandwich sign will be going to Belltown Massage for the month of August.
- 2. Business of the Month:** The members were able to get a photo with Tavern on 66 and set up a date to get another photo opportunity with Nelson's Family Campground. Fat Orange Cat has a re-opening coming up and an added new drive-thru to their property and business. The members suggested emailing the owners of Fat orange Cat to see if they would accept being Business of the Month for August.

New Business: None

Town Manager's Report: The Land Use department has an intern working on an Airline Trail and Village Center connectivity plan. This plan would bridge the gap and connect the Airline Trail to the Village center to get more cyclists and pedestrians to venture off the trail and visit the various shops and restaurants in the Village Center. The intern will be working on how people from the trail move around the Village Center and the town and how best to get them on and off the trail for ease of access. There was filming for a Hallmark movie in the Village Center. They filmed at the Black Walnut Bakery. It was suggested to get the contact for the movie to thank them and see about obtaining posters to include some advertising and promoting within the town.

Public Comment: None

Adjournment: *A motion was made by Mr. Turner, seconded by Ms. Letourneau, to adjourn the meeting at 8:27 P.M. Voted 5-0 in favor.*

Respectfully Submitted,

Katrina Aligata

Recording Clerk